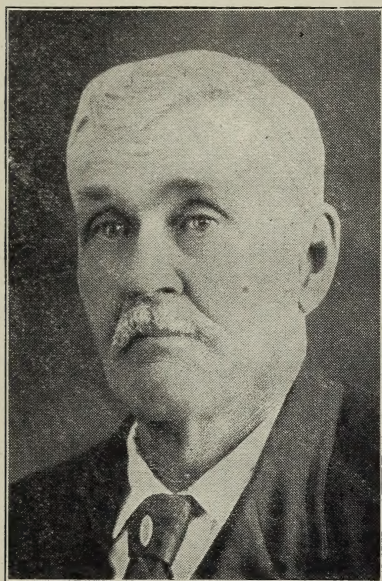


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

WILL YOU TAKE AN AUTO RIDE WITH ME THROUGH OUR NURSERIES?



CHARLES F. GARDNER, President
THE GARDNER NURSERY COMPANY
OSAGE, IOWA

A Little Visit With Our President

Before starting out on our ride, we will step into the office for a little visit.

It will not take long for us to become acquainted, for horticulture is a calling that quickly brings people together. After exchanging a few personal experiences we will feel as if we had known each other for years instead of perhaps for but a few minutes.

When I started these NURSERIES, away back in 1869, over 42 years ago, this part of the country was bare, wild prairie. I have seen it grow and develop into a thickly settled, veritable Garden of Eden. The cause of horticulture has kept pace with other developments and there is more interest taken to-day in trees and plants, than at any other time in the past.

While we are here in the offices we will step into our FIRE

PROOF VAULT, where we keep our records, mailing lists, etc. In our main office rooms there are desks and working room for 35 people and during the busy seasons it is all occupied.

Passing through our office rooms we come to our private Print Shop, one of the best equipped printing plants in the west.

At back of offices are our packing sheds and storage cellars, where we can handle our HARDY "BLIZZARD BELT" trees, and plants safely regardless of outside weather conditions.

Coming out to the front entrance we get into the AUTO and the following photo shows how we look.

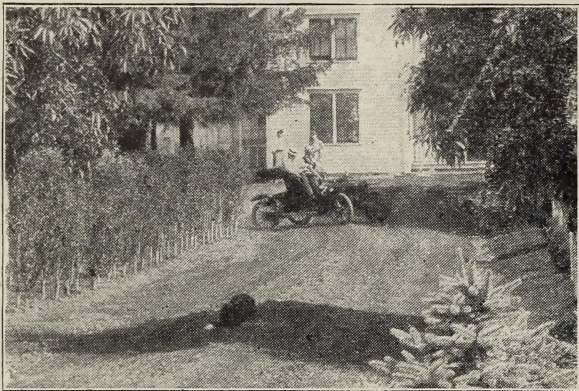


Photo No. 1. Here we are looking down our main driveway. On both sides of the road are blocks of Tree Roses, Fancy Evergreens, Ornamental Trees, etc. As we pass still farther down the drive the camera catches us in a turn of the road as shown below.

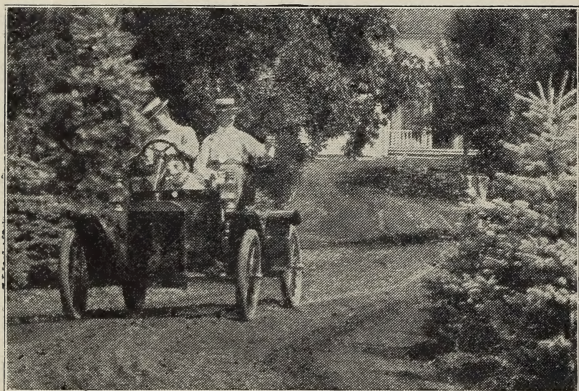


Photo No. 2.

In this view we are just making the turn at lower end of main driveway and from here we pass along a beautiful Arbor Vitæ Hedge and finally come to our main Nursery Grounds where our young stock is grown.

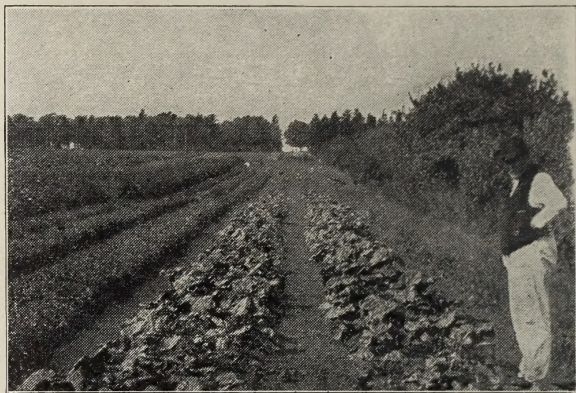


Photo No. 3. Here we see beds of Rhubarb and other garden roots by the hundreds of thousands. Passing on across the road we stop and the camera man makes a permanent record of what we see in Photo No. 4, below.



Photo No. 4. Here are beds of Asparagus and Forest Tree Seedlings all of which we grow large quantities annually. Crossing the road again we see the view as shown in plate number five.

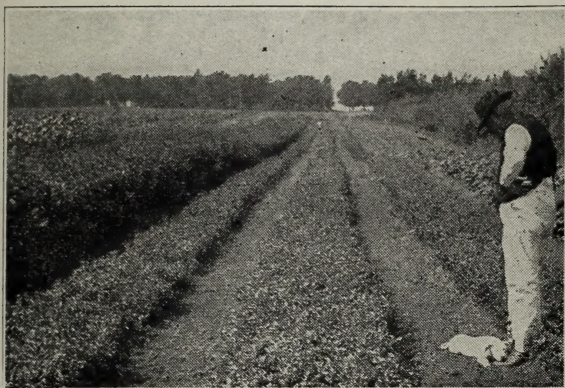


Photo No. 5. These long beds of Apple Seedlings are what we will graft to our best named varieties of Apple and Crabs. Going on down the road we pass blocks of Cherry, Pear and Plum and then we see a remarkable sight. A force of young people *picking ripe Strawberries*. We hurriedly look at our pocket calendar and find that the date is Sept. 16th. Are we asleep or dreaming?



Photo No. 6. Right here before our eyes are large fields of EVERBEARING STRAWBERRIES in full fruiting. The plants were set in spring of this same year and commenced fruiting early in August and will continue until stopped by severe freezing weather in fall. It may interest you to know that we have been at work breeding this new race of EVERBEARERS for several years and have many new varieties of our own originating.



Photo No. 7. In this view you see me at work crossing the blossoms of some of our new EVERBEARING STRAWBERRIES. We grow over 100,000 seedlings each year all for the purpose of getting new varieties of still greater merit than the ones we already have.



Photo No. 8. Here is another patch of our "Breeding Grounds" of the EVERBEARING STRAWBERRIES. It is only a question of a few years when ripe strawberries will be common on the markets from early spring until late fall. In the next photo we show a young plant of these new EVERBEARERS, taken on October 27th of last year after having fruited all summer.



Photo No. 9. From this picture you can see something of how heavily these EVERBEARERS fruit. Not simply here and there a berry, but loads upon loads of them. I see a great future for this type of strawberries and when I get to talking and working among them I am so interested that I lose all track of time.



Photo No. 10. In this view we see a large field of our GIANT strawberries. They are indeed giants in size as well as in name as you can see from the photograph. This variety is the best all round, once a year fruiter we have. Berries are very large, fine color, exquisite flavor, and are borne in

the greatest profusion. The roots going down into the ground from a foot to a foot and a quarter. This enables this variety to mature a good crop in dry seasons when surface rooted sorts dry up and fail entirely.

Making another turn in the road we pass by field and field of Apple, Cherry, Pear, Plum, and other fruit trees and block after block of Evergreens, Ornamentals, Flowering Shrubs, etc. To the east we see fields of Small Fruits—Raspberries, Blackberries, Dewberries, etc. Turning to the north and then back to the west we approach the Office Building again and as we come up our Main Driveway we see the view as shown on last page of this folder, in Photo Plate No. 11.

As you are doubtless aware we are one of the few nurseries doing business exclusively by mail. We deal direct with our customers and try by liberal and honest dealings to make each and every one of them our friends. In this we have succeeded so that we count them literally by the thousands from Maine to Florida and from coast to coast. We prize these friendships very highly and if they could be measured by a money value the sum total would be an enormous one.

In selling our "Blizzard Belt" trees to these many customer friends, we are very sorry to say we have indirectly made some very active enemies. These come mostly from three classes of people. The Local Nurseryman, his Agents and the regular Tree Dealer. They have become jealous of our rapidly growing business, and once we sell our trees in their immediate neighborhood, the ball starts. Now we do not mean to say that all local nurserymen, tree agents or dealers come under this class, for we know that a large majority of them are honorable business men who are ready to meet competition in a fair way and to all such we extend the hand of business courtesy and we wish them abundant success in all their undertakings. There is plenty of room for honest competition in the nursery business and we have naught but good will and the kindest feelings toward our brother nurserymen as a class. However, we must confess that while most of our brother nurserymen belong to the better class, here and there, scattered over the United States, we find men that seem to be willing to tell any kind of a story to try and create distrust in the minds of our friends.

A favorite story is to the effect that we have no nursery but buy all of our stock, usually a large portion of it from their particular nursery. In answer to all stories of this nature we refer you to the views shown in this folder and other printed matter and we offer \$500.00 reward to anyone who can prove that these photo-plates were not made from actual photographs taken in our nurseries, here in Osage, Iowa. We grow our "Blizzard Belt" trees by the million and supply other nurseries with young evergreens and other young stock as we have a surplus to spare.

We court the most rigid investigation as to our reliability, honesty and uprightness in business and private life. We have been growing Hardy "Blizzard Belt" trees for upwards of forty years, and we do not know of a single person, who

in all this time, has had a legitimate claim on us that has not been met to a penny.

We advertise in over 120 different farm papers and magazines, including such mediums as "Farm Journal," "Farm and Home," "Orange Judd Farmer," "Saturday Evening Post," "Colliers," etc., about all of which guarantee their advertisers. Besides this general guarantee, backed up by



Photo Plate No. 11.

the largest and best publications in the land, we give our own guarantee of safe arrival of everything we ship and in every way we try to look after the interests and welfare of our customers.

One of Our Home Banks Say

To Whom it May Concern:

THE HOME TRUST AND SAVINGS BANK, of Osage, Iowa, takes pleasure in commending *The Gardner Nursery Co.*, of Osage, Iowa.

The officers of said Company are old residents of this county, and are gentlemen of integrity and character, and have the absolute confidence of this community. They have built up a large and well established business by industry and reliability. The Company has good financial credit in all the home banks, and is entitled to credit with persons with whom it deals, wherever it may be.

The Company is fully authorized to use the name of this bank for reference.

THE HOME TRUST AND SAVINGS BANK,
Osage, Iowa, June 13, 1908. L. W. KNOULTON, Cashier.

The purpose of this folder is to prove to you that we are an old established company and have the inclination and ability to deal fairly with you in any transaction we may have together.

I hope that you have enjoyed this little Auto ride and visit on paper. If you are ever in this part of the country I will be only too glad to have you call and take the ride in person.

With a cordial hand shake across the miles, I remain,

Sincerely yours,

CHARLES F. GARDNER, President,

THE GARDNER NURSERY CO.,

Osage, Iowa.

